

“Easter Egg recycling will save 811 tons of carbon” says Repak

- **Egg eater’s carbon foot print can be reduced by 811 tonnes the equivalent of 20,000 bags of coal**
- **Enough paper and cardboard to cover O’ Connell St 90 times over**
- **We will use enough Easter Egg boxes to cover Croke Park pitch 7 times over**
- **Irish consumers will spend €32 million this year on 6.4 million Easter Eggs**
- **Repak calls on consumers to recycle all packaging from cardboard and plastic to aluminium foil wrapping**

Dublin; 21/03/08: By recycling the packaging from the 6.4 million eggs consumed Irish households can save up to 811 tonnes of carbon, the equivalent of just over 20,000 bags of coal. The annual chocolate splurge will result in the creation of 624 tonnes of additional used packaging the equivalent weight of 78 killer whales. And if the eggs boxes were laid out side by side they would approximately cover Croke Park pitch 7 times over. However Irish consumers can offset their chocolate eating guilt by making an egg-straight effort to recycle over the Easter period.

Easter egg boxes are not the only used packaging that householders need to be aware of at this time. House parties on Good Friday result in a significant increase in household packaging. 7 million beverage cans and 2 million bottles of wine will be consumed. Overall the Easter festivities will generate over 42,000 tonnes of used packaging. Repak are aiming to recycle 17,000 tonnes of this packaging and if they succeed it will result in 22,000 tonnes of carbon saved which is the equivalent of taking 12,000 cars off our roads. Repak is urging all households to use their household collections, Recycling Centres and BringBanks to recycle all of this used packaging rather than sending it to landfill.

Commenting at the launch, Darrell Crowe of Repak said “We understand that Easter is a time for celebration and present giving but we are just asking people to take a more environmentally friendly approach to the recycling of all the additional packaging that we see at this time. We want to remind people that the plastic moulds in eggs are generally of PET which is accepted into any plastic bottle collection scheme. As well as the foil wrapping. Putting these items in grey bins condemns them to a life in landfill where as if they are recycled we are giving them a new life, so we ask that householders to embrace the spirit of recycling this Easter by giving a new life into the old used packaging by recycling your used Easter packaging”

It is estimated that over the Easter period Irish households will create the following amount of Easter Egg packaging waste:

- 17,270 kilos of aluminium foil packaging waste equal to just over 1,000 mountain bikes.
- 376,596 kilos of card or paper packaging waste which laid out flat would cover an area large enough to cover O’ Connell St 90 times over
- 230,295 kilos of PET plastic packaging waste if recycled saves 1.6 cubic kilometers of landfill space

Irish households will produce circa 42,000 tonnes of used packaging this Easter. Last year over 16,000 tonnes or 40% of all used packaging was recycled during the Easter period this was 14% up on the previous year. Due to Repaks financial supports and campaigns such as Repak Easter appeal, Repak recorded an increase in household packaging recycling of nearly 7% in 2007, recovering approximately 640,000 tonnes of used packaging.

Householders can visit www.repak.ie for details of your local Recycling Centres

Ends

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Repak Recycling at Easter Tips 2008

Hints and Tips

1. Cardboard - Compress/fold cardboard box flat and put into household dry recyclable bin or bring to your nearest recycling centre.
2. Plastics – Most Easter egg molded plastic is PET denoted by a triangle with the number 1 inside. This can go into most plastic bottle collection systems.
3. Foil – We recommend you Scrunch these up, and put the foil in an aluminium can and place in dry recyclable household collection bin or bring it to your nearest recycling centre.
4. Check www.repak.ie to find the nearest centre in your area and also to check what materials they accept.
5. Make Easter treats instead of buying shop bought eggs. Children will love helping make chocolate cornflake cakes, or creating Easter bunny-shaped biscuits. If you do buy Easter eggs, get ones with minimal recyclable packaging and use a reusable bag to take them home.
6. Recycle Easter cards in your household bin collection. Better still, instead of sending a card, reduce waste by sending your greeting by e-mail.
7. If you are planning a big Easter lunch, buy loose fruit and vegetables, rather than pre-packaged ones.
8. Don't forget to compost the fruit and vegetable peelings. If you've been gardening over the weekend, add your plant prunings and grass cuttings. The compost will improve the quality of the soil and help plants grow.
9. Put any glass bottles, jars and tins in your local BringBank

The Easter Egg tradition

- The Easter egg tradition began with painted egg shells but the modern variety is made from chocolate and packaged in a variety of colourful packaging.

- The first chocolate eggs were made in Europe in the early 19th century (source Checkout.ie). Since then these chocolate eggs have become richer and more varied and come in ever more elaborate wrapping.
- In 2006, the world's most expensive Easter egg was created by La Maison du Chocolat in London. The Diamond Stella Egg was 60cm tall and covered with 100 half-carat diamonds. Its price tag was a mere snip at \$100,000 (source www.bornrich.org).
- This pales in comparison with Fabergé eggs. The first Fabergé egg was created in 1884 as an Easter egg for Czar Alexander III. These elaborate eggs were made of gold and silver and decorated with diamonds, sapphires and rubies. A total of 57 were made for various czars. One of these eggs the "Winter Egg" was sold in 2002 for \$9.5 million. Another, the Coronation Egg is valued at between \$18-24 million (Source www.artsjournal.com).
- This price tag may prove a bit steep for most people this Easter. However, the Irish Easter egg market is worth a staggering €32 million, with over 6.5 million sold at an average price of €5 each. People are willing to spend increasingly larger sums of money on Easter eggs but it is worth bearing in mind the other costs to the environment at Easter.

About Repak

- Repak is a not for profit producer responsibility scheme for used packaging funded by packaging levies charged to participating members companies.
- Since 1997 Repak has invested €140 million in supporting packaging recycling in Ireland.
- Repak have helped grow packaging recycling from under 15% in 1998 to nearly 60% in 2007
- Note most of the suppliers of Easter Eggs are members of repak thereby paying into a producer responsibility scheme to help fund the recycling of their used packaging.

A nation of chocoholics.

- Ireland is a nation of chocoholics. Consumption of chocolate in Ireland is amongst the highest in the world. In Ireland we manage to munch our way through 11.2kg each of chocolate a year (Source www.confectionarynews.com)

